

No part of the candidate's evidence in this exemplar material may be presented in an external assessment for the purpose of gaining an NZQA qualification or award.

SUPERVISOR'S USE ONLY

3

91465



Draw a cross through the box (X) if you have NOT written in this booklet

☐

+



Mana Tohu Mātauranga o Aotearoa  
New Zealand Qualifications Authority

## Level 3 Health 2023

### 91465 Evaluate models for health promotion

Credits: Five

Achievement	Achievement with Merit	Achievement with Excellence
Evaluate models for health promotion.	Evaluate, in depth, models for health promotion.	Evaluate, perceptively, models for health promotion.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

**You should attempt ALL parts of the question in this booklet.**

Pull out Resource Booklet 91465R from the centre of this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–8 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area (X). This area will be cut off when the booklet is marked.

**YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.**

**Excellence**

**TOTAL 07**

## INSTRUCTIONS

Before you begin, read ALL parts of the question. Support your answers with **specific and relevant evidence** from **Resource Booklet 91465R**, and your own understanding of aspects of models for health promotion, as they relate to the **harm caused by alcohol use**.

## PLANNING

-tax alchy - age up  
parents cant give permsh.



## QUESTION

Te Whatu Ora Health New Zealand's Amohia Te Waiora – We're stronger without alcohol health promotion campaign has been designed to prevent and minimise the harm caused by alcohol use.

- (a) Explain how the Amohia Te Waiora – We're stronger without alcohol campaign (Resource A) reflects the principles of the Treaty of Waitangi and The Bangkok Charter (Resource C).

This campaign reflects the *te tiriti o waitangi* principles, ~~the~~ throughout the campaign thoroughly. With emphasis on the bilingual advertisements and resources it enhances Māori participation/access to resources without feeling hindered. The inclusion of Māori culture through the campaign's foundation, i.e. the message of *mana motuhake*, and their 'mana enhancing' strategies; are evident in the partnership of both groups and cultures, whilst also being crucial to the upholding of Māori cultural identity within society and its agencies. ~~The attempt to~~ <sup>in te tiriti o waitangi</sup> The campaign recognises the principle 'Active protection' and as it appears works to offer support, advice, and tools community wide and individually, with the resources being in *Te reo* also, allowing <sup>as reflected in</sup> equity between health inequalities of Māori and non Māori. Overall encompassing Māori culture and actively aiding to Māori needs, demonstrates the campaign's reflection of the Treaty of Waitangi's health promotion principles. The Bangkok charter is reflected throughout this campaign.

The campaign works with regulatory agencies to enable their legal requirements, <sup>to meet</sup> which would then further to the social actions outside of their campaign, this is a clear reflection of the Bangkok principle "partnering & building alliances" with organisations and civil society to create sustainable actions. They furthered the use of this principle with the work alongside communities (civil society) whether that be consultations or providing of resources & tools, they were sustainable actions that followed the principle mentioned. (more on extra)



- (b) Explain how EACH of the three models for health promotion (Resource B) are represented in the Amohia Te Waiora – We're stronger without alcohol campaign strategies.

behavioral change <sup>model takes</sup> is a preventative approach to the issue, and focuses its impact on lifestyle behaviours. Examples of this model within the campaign would be the radio and television advertisements, as well as the research data that regards alcohol prevention. These examples show the 'preventive' manner, and as both do not touch on support or help, it can be understood they're seeking to persuade the individual to change yet with ~~no~~ no guidance "as the model states a person is responsible for their own health. The self empowerment model can be identified within a fair few of the campaign's strategies. One being support for individuals on a website, that provides information on making a change, help to make a plan, and the thinking on cutting back or easing up on the alcohol. This is the self empowerment model as it's individualised, and aims to enhance the individual's development and self empowerment on their own accord, as it's individualised it can be adapted to the person's own environment and further foster resilience. The collective action model recognises the relationship between a person and their environment and its impact on health, it encompasses ideas of community empowerment to improve societal structure influencing individual health.

(move at extra page)

- (c) Compare the advantages and disadvantages of the three models for health promotion identified within the Amohia Te Waiora – We're stronger without alcohol campaign strategies in (b).

The advantages of the strategies ~~at~~ stemming from the behavioral change model are limited in contrast to the alternative models. An advantage of the model within the campaign can be the ~~ability to~~ accessibility ~~as this~~, as this model is only used in online and broadcasted advertisements it can effectively reach everyone. However the disadvantages stand that although information is provided, support and



catering are not. It leaves a negative stigma, as it doesn't touch on helping but rather what's referred to as 'victim blaming'. Allowing understanding although it spreads the word, its impact is mild and commonly frowned upon. The self empowerment model however varies, in its advantages. In the campaign a website was provided, giving individualised help. This being a display of the self empowerment model. The advantages of this was the potential developing of that person's critical thinking and life skills. Improving their self determination to complete their plan. And fostering a sense of resilience, that is likely to stray them from alcohol. It allows them a sense of control back over their life, and further pushes to allow the individual to identify environmental impacts <sup>on health</sup> ~~and~~ etc. However a disadvantage is often that the individual must want to participate <sup>+ change</sup> in order for the strategies to be fully influential. Otherwise it seems pointless. The advantages of the collective action model are recognised ~~through many~~ as listed. The uplifting of communities will often lead to the straying from the issue as a whole (removing it as a 'social norm' within the community). The model promotes the understanding of the interrelationship of a person's health and their environment and can often ease a person's guilt and negative feelings towards struggling with the issue, making it easier for the individual to want to participate and get better. It works specifically to aid the framework within communities causing the issue, and from there can prevent and reduce harm through policies, and societal structures etc. However its downfall is often all if not most of the communities members must be mobilised and on board which is often hard to initiate and carry forth in a campaign.



- (d) Considering the three models for health promotion and the Treaty of Waitangi, discuss how effective the Amohia Te Waiora – We're stronger without alcohol campaign could be in improving alcohol-related harm to New Zealanders.

This campaign could be highly effective. Firstly the inclusion of the often under-represented, Māori community, is vital. With Māori being such a large sum of New Zealand its important to include them in campaigns like these. not only does it influence more Māori to participate and practice the strategies; it further shows other communities/cultural groups in New Zealand they are vital also. further enhancing participation of not only Māori ~~and~~ but all of those in New Zealand. ~~The~~ The involving of Māori and its culture in the campaign is inviting and very thoughtful to Te Tiriti o Waitangi and its components. The campaign reflects all three models, which could very well be the push needed in terms of its effectiveness. Sometimes individuals may only react to a 'tough love' sort of approach (behavioral change) where they are told what they're doing is bad and they need to stop, alongside some alarming information that drives them away from the issue. However some may need additional support and a sense of empathy, (self empowerment) that gives them a boost in bettering their control on themselves and their lives, as well as building crucial life skills. to resolve their issue. And finally it may be the individual needs to see their community working against the issue, or to feel empowered by the communities actions that are influence the issue. (collective action); they are fighting, to feel as if they aren't <sup>fully</sup> to blame, and to understand the ~~interrelationships~~ interrelationship between their environment



and their health ~~for~~ in order to push against the issue.

Overall these all factor in the improving of the issue, targeting all sorts of people from all groups, cultures, and communities, through the use of the treaty, alongside all three models.

Promoting the participation of many. However the campaigns effectiveness could have been enhanced through more targeted collective action strategies, and bangkok charter principles to target policies causing ~~issues~~ the issue to worsen. (e) raising tax on alcohol, heightening the purchase age, and ensuring parents can no longer legally allow a child under 18 to drink alcohol. These are all things that heighten the drinking culture the campaign is working to fight against, and could allow them a better chance at making an impact. Although as it stands it could be effective as it is accessible, interactive, and suited to all of us in ~~the~~ New Zealand, which could mobilise communities and even the whole country to make a change.



Extra space if required.

Write the question number(s) if applicable.

QUESTION  
NUMBER

a The campaign advocated through<sup>adverts, online info, helplines</sup> through radio<sup>as part of the charter</sup> etc, as stated in the Bangkok principle "advocating for health". They "regulated and legislated" <sup>as part of the charter</sup> equal opportunities by ensuring they closed the gap in accessing inequalities to health care by making their campaign accessible, free, and bilingual. And <sup>as it</sup> aimed to build and pass/teach preventative/reductive ~~and~~ strategies to ~~addressing~~ being alcohol free it used the "building capacity policy" in the charter for it transferred knowledge/research and health literacy to communities.

b One example being: the community consultations taking place and identification of what support is needed in each community. This shows the model in use as its specific to each environment and its impact on its communities - health. as it works to best support and help that.

91465



## Excellence

**Subject:** Health

**Standard:** 91465

**Total score:** 07

Q	Grade score	Marker commentary
One	E7	This response is at excellence level as it demonstrates how the models for health promotion relate to the underlying concepts and draws reasoned conclusions informed by the relationship of the models to the concepts.